



WorkJam Case Study



A Recipe for Success: Sticky Fingers Case Study

Overview

From the moment a customer walks into Sticky Fingers to the moment they leave, the staff is trained to deliver “legendary service”.

It all starts with an employee holding the door open to greet you as you enter the restaurant. The Memphis-style barbeque restaurant is best-known for their hickory smoked meats served with a side of southern hospitality. If you’ve never eaten at one of their restaurants before, they’ll treat you to a sample of ribs covered in a selection of specialty sauces.

Even with award-winning ribs and wings on its menu, it’s the service that brings people back. It’s not atypical for a regular to receive a birthday card signed by the whole staff or for a team member to run to a store to pick up a Pepsi for a customer who asks for one, off their Coke-only menu.

A Sticky Situation

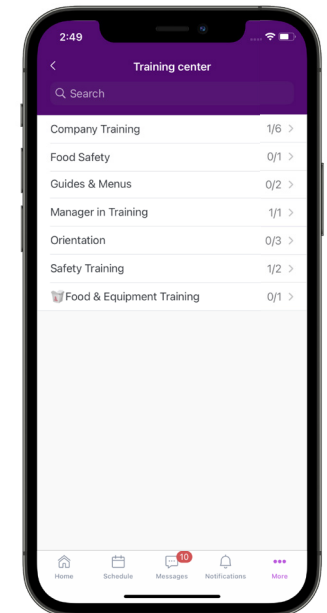
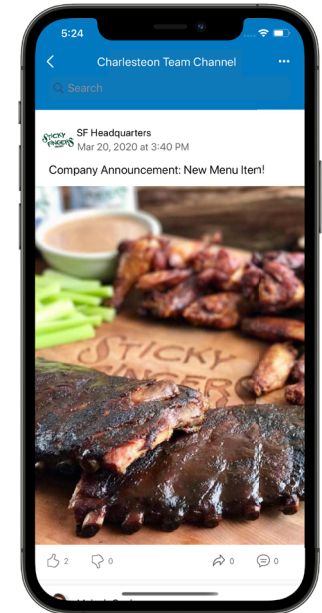
Consistently communicating, training, and enforcing a high standard of service comes with challenges. Head office staff traveled from restaurant to restaurant to check-in on staff, coach managers, and check the pulse of each individual restaurant. For the first 25 years of the business, this approach worked. However, the head office knew there had to be an easier way.

In order to communicate with frontline employees, executives would email restaurant managers and rely on each manager to pass the message down to their employees. Communication from frontline

employees back to the head office was virtually nonexistent. Without a direct channel of communication, information sharing was slow, there was room for misinterpretation, and feedback from employees was limited.

New policies were often implemented during in-person classes or via conference calls. Then, managers would be responsible for disseminating the information to their restaurant employees. Head office would then make frequent visits to make sure the policies were being followed.

With several restaurants located in tourist destinations, **Sticky Fingers** sees quite a bit of seasonality with demand. To adjust to the demand, their restaurants employ more people in the summertime, ramping up hiring. This would require onboarding of many new and inexperienced staff during the restaurants’ busiest period, forcing managers to spend a disproportionate amount of time training new staff as opposed to focusing on the rest of the operations.



Finding A Solution

Sticky Fingers went in search of a solution and found the answer after talking to peers in the service industry. They were directed to **WorkJam**, the leading enterprise platform empowering the digital workplace for shift-based, hourly, and non-desk workers. **WorkJam** manages and optimizes the entire employee-employer relationship life cycle with dynamic mobile communication and workforce management to drive operational efficiency and productivity. **Sticky Fingers** presented their business case and objectives and **WorkJam** shared how transformative communication, agile scheduling, experiential learning, and tailored recognition, via their digital workplace platform, can unleash the potential of **Sticky Fingers'** team members. The roll out of the **WorkJam Digital Workplace** was seamless.

A Connected Workplace

The first thing **Sticky Fingers** noticed was the speed and accuracy of communication. For the first time, head office employees could communicate directly with frontline employees. Not only could frontline employees hear directly from leadership, leadership could hear feedback directly from employees.

Consistent communication has been a crucial element to **Sticky Fingers** being able to raise the bar of service. After implementing **WorkJam**, **Sticky Fingers'** online reviews steadily rose and are at an all-time high. Part of the success is due to employees being able to share how they go above and beyond by communicating with one another. Now, when an individual does something special for a customer, other locations have visibility into what is being done.

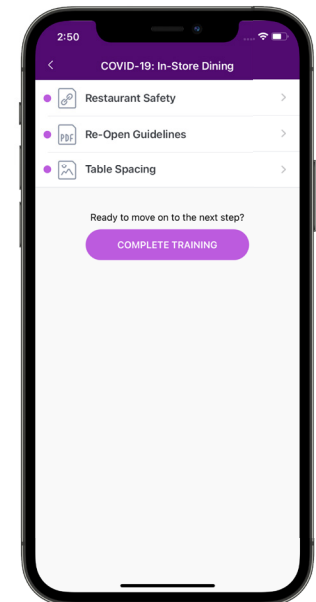
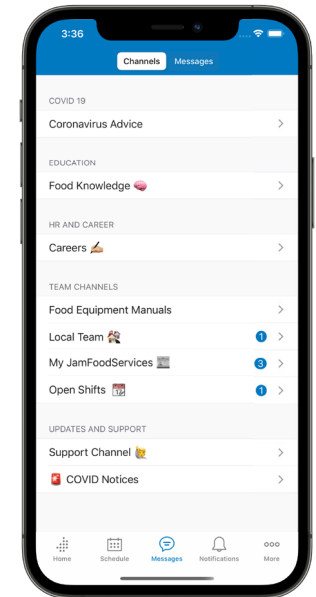
By watching communication channels, executives and head office employees are able to get a pulse of each restaurant. Having a feedback loop helps the head office make decisions quicker and helps identify issues before they become problems.

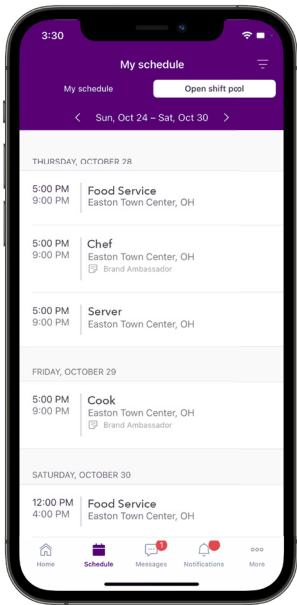
Onboarding

With **WorkJam**, onboarding and document sharing has become streamlined and efficient, helping develop more knowledgeable employees and resulting in cost savings.

Work documents are updated and shared with ease. Having access to up-to-date policies ensures employees have the resources they need to do their job efficiently. Without shouldering the responsibility of sharing new policies with frontline employees, managers have more time to lead.

When employees are onboarded, they're immediately granted access to the **WorkJam Digital Workplace** platform. Access to past communications, documents, and a way to get in touch with co-workers

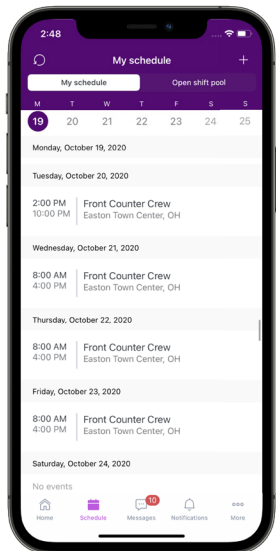




brings new employees up to speed much more quickly than in the past.

Scheduling

WorkJam has been able to help **Sticky Fingers** become more agile. For managers, scheduling has become simple—no more paper, no more printing, no more bulletin boards. Employees can easily check their mobile devices for their most up-to-date schedules and they have the ability to ask for trades with fellow employees. Schedule flexibility has helped optimize labor in relation to demand while lowering absenteeism and attrition rates. Furthermore, this flexibility has improved the customer experience through a more motivated and engaged staff.

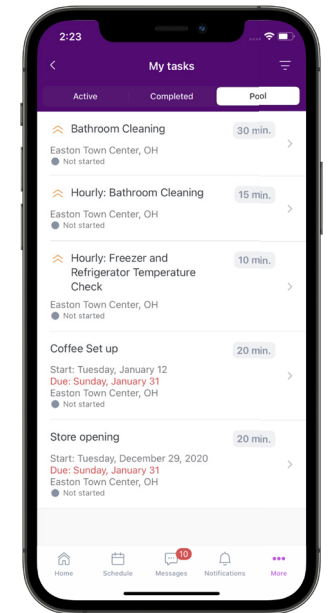


In cases where demand is high—for example, a Saturday with several large catering orders—individual restaurant managers are able to make employees at other locations aware when new shifts become available. This helps **Sticky Fingers** fill shifts while maintaining a lean staff. This practice is also used to share the opportunity to

work charitable events, giving employees the ability to give back to their community.

The Special Sauce

Without question, **WorkJam** has brought a new level of collaboration, efficiency, and cost savings to **Sticky Fingers**. The Sticky Fingers team is proud to provide their employees with the tools to enable them to deliver legendary service. The implementation of **WorkJam** has helped the entire organization collaborate like never before and has setup the business for future success.



For more information on WorkJam and how we can help you unleash the potential of your workforce, contact us today at sales@workjam.com

Request a Demo